

WEEKLY REVIEW

HANDICAP CONTEST

STARTS MAY 31st ENDS JULY 31st

**Each Man Rated According to
His Actual Work This Year**

MANY PRIZES TO BE OFFERED

FURTHER PARTICULARS NEXT WEEK

The Weekly Review



Published in the Interest of the Sales Department of the Gerlach-Barklow Co.

VOLUME
T W O

Thursday, May 20, 1909 NUMBER
TWENTY-TWO



HANDICAP CONTEST

By the time this reaches you, the present contest will have ended. We will let one week elapse and will start a new "handicap contest" Monday, May 31st, to run two months ending Saturday, July 31st.

We don't suppose that many of you have had any experience in getting up contests of this sort. If you have, however, you can form some idea of the difficulties in planning a contest so that every man has an equal chance. In most amateur athletic events such as foot races, golf tournaments, etc., the practice of handicapping the participants is recognized as being about the only fair way to give every man a chance, as usually a few men will excel. This is also true in salesmanship, and we have decided to handicap the sales force.

We don't know of any fairer way to handicap the force than to base our figures on the actual performances or sales of each man so far this year, say until the first of May. We therefore have decided to take off figures showing the exact average per week for 18 weeks of each man in the field up until May 1st. While the force as a whole may not report sales up to the average booked so far this year, the fact will be recognized that each man is placed on an equal footing.

The contest will be counted entirely by points. If a man writes business up to his average he scores 10 points, in other words one point for each 1-10 of his average. If he falls off 1-10 he scores only 9 points, if he falls off 2-10 of this average he scores only 8 points, etc.

Now then, the aim in all contests is to encourage the men to increase their business, therefore, if a man shows an increase of 1-10

of his average it counts him two points extra. In other words for increasing his average 1-10 he would score 12 points, if he increases it 2-10 he scores 14 points, etc. There are other features in the contest whereby points can be scored which we will outline.

A salesman scores a point for each day's business. If he writes business four days he scores 4 points. We want to encourage business regularity, therefore if a man writes business five days he scores an extra point for the fifth day and would be given 6 points for five day's business. If he secures business six days in the week he counts 3 extra points, adding this to the one extra point scored for the fifth day's business, it gives him a total of 10 points for writing business six days in the week.

The salesman who writes the largest number of orders in a week scores 10 points, the one who stands second under this heading scores 5 points. The salesman who shows the largest percentage of increase over his average scores 10 points, and the one showing the second largest percentage of increase over his average scores 5 points. To make this perfectly plain, we will quote an example; Brown's average for the year is \$400.00 per week; he writes \$600.00, this gives an increase of 50% over his average. Another salesman's average for the year is \$300.00, supposing he writes \$600.00, this gives him an increase of 100% over his average and he would score the 10 points although he wrote no more business than Brown.

We have also decided to allow one point for each blotter or mailing card order. We want to encourage the sale of blotters and mailing cards, particularly mailing cards. To the ad-

dress, to which this copy of the Review will be mailed, we intend to send the sales force a set of mailing cards, having printed on the reverse side special ads for different lines of business, prepared by an advertising expert. These different series of ads will make it possible for the force to do a large business in blotters and mailing cards. If a salesman will get in the habit of pushing mailing cards and blotters to a certain extent he will be able to do business every day now and late in the year, as this class of goods can be sold at any time. It is for this reason that each mailing card or blotter order written during the contest will count a point.

We are going to enumerate again the different points so that everything will be perfectly clear to you. The scores will be taken each week and published in The Review.

10 points for writing an average total.

1 point less for each 1-10 less than average.

2 points for each 1-10 in excess of average.

10 points for the largest percentage of increase over average.

5 points for the second largest percentage of increase over average.

10 points for the largest number of orders written.

5 points for the second largest number of orders.

1 point for each day's business.

1 extra point for writing business on the fifth day.

3 extra points for writing business on the sixth day.

1 point for each blotter or mailing card order.

Here is an example of how to figure. Supposing a salesman's average up to May 1st is \$300.00 per week; he writes \$350.00, he reports business five days, and among his orders were three mailing card orders. It will be seen that this salesman has exceeded his average by \$50.00. His score for the week would be as follows:

For average business of \$300.00—10 points
 Two-tenths of average increase.... 4 points
 Business for five days 6 points
 Three mailing card orders 3 points

Total....28 points

This same salesman might, of course, score on some of the other counts. That is, he might have reported the largest increase over average, or the second largest, which would score him 10 or 5 points in addition to the above count. He might also send in the largest number of orders during the week or the second largest number of orders, which would score him 10 or 5 points.

Those of you who have been on the force all year, can take your total sales for 18 weeks which would be up to May 1st, and strike the average weekly business written. If you have only been in the field 8 or 10 weeks divide your total sales by the number of weeks to get your average. There are some new men on the force who possibly have not gotten fairly started and their average has been very low, and in such cases we reserve the right to set a bogey. These cases, however, will be very few, but it would hardly be justice to our regular salesmen to permit these men to start in the contest with excessively low averages.

Any salesman on the force who is in doubt as to his average up to May 1st can write the sales department and we will at once advise him just on what basis we figure him.

We will announce in the next issue of The Review just what the prizes will be. However, there will probably be at least 7 or 8 prizes, and as every man is on the same basis, that is to say is handicapped according to his past record, each man is starting on an even footing and the contest should prove most interesting, and the leaders should change weekly.

In view of the fact that it is possible for several men to prove winners, we certainly expect great results from this contest. The salesman who is not a star producer, but who is writing a good steady business, has just as much chance to win as the man who writes three times as much business weekly.

We are frank to say that our idea in getting up this contest is to stimulate the sales force, and to encourage them to work with regularity and increase their business weekly. Unquestionably the steady producer is the most successful salesman in the long run. A man may do spectacular work once in a while and have a good total at the end of the year, but we venture to say that nine-tenths of the most successful men selling goods on the road are the steady producers, the men who send in

business with regularity and this is the kind of work we want to encourage.

We have tried to make everything perfectly clear, if however there is any doubt in your minds as to just how the points will be scored write the editor of The Review. After the present contest ends you will have a week to prepare for the new contest and we want every man to pitch in and make the first week a record to be proud of.

We honestly believe this is going to prove the most satisfactory contest that has so far been arranged, since absolutely every man has a fair chance, and we would like to have the views of the sales force.

Remember that the points that count most

are keeping up to or exceeding your average business, business regularity, largest increase over average per week, and largest number of orders booked per week. Of course the points for blotters and mailing cards count for something but the feature that really counts is increase over average, as a man scores two points for each one-tenth of his average indicated in an increase.

Let us make this the most successful and keenly contested event of the year. We firmly believe it will be, and if each man will start out with the determination of winning the capital prize, and surely he has reason to feel that he can win by hard work, there will be no question as to its success.

MAILING CARD AND BLOTTER SERVICE ANNOUNCEMENT

This week, to the same address to which this copy of the Review is being sent, we are mailing a new set of mailing card samples, containing suggestions for a monthly advertising service for various lines of business.

Mr. Roberts who has set the pace for the sale of mailing cards, has sold the goods strictly on the merits of his monthly talks. If every man on the force had used the tactics pursued by him, the sale of these goods would undoubtedly be many times greater than they have been.

We want to encourage the sale of mailing cards and blotters and we are going to do it in several ways. In the first place, ordinarily a charge of one dollar is made for each change of advertisement. Instead of charging this amount we are going to permit you to furnish this service at 25c for each change, it being understood that only the lines are changed, and that no commission will be paid on this part of the order. Not only will you be permitted to use any regular service which we furnish at the above price, but you will also be permitted to make any change in this service providing the matter used is approximately the same, without extra charge.

And here is another important concession: On orders amounting to over 2400 mailing

cards for which envelopes are ordered, you may furnish them at 20c per hundred. On orders for 2400 or less the book price should be charged. It must be remembered that this price does not include inserting calendars in envelopes.

The same rules as to monthly advertising service may be made to apply to our blotters. By the way, the Palm series blotters have made the most tremendous hit in our experience in the business for a blotter of that size. This monthly service ought to appeal to a great many people who will not or cannot pay for the more expensive mailing card service. Of course you will first try to sell mailing cards; failing in this or finding them too expensive, try the large blotters and finally as a last resort spring the envelope blotters. These may be mailed in an ordinary business envelope with letters or statements without extra charge. As a matter of fact the same may be said of the large blotters, all that is necessary being the use of a No. 10 envelope which costs only a trifle more and makes a much stronger impression when it is received.

While our Moreland series continues to sell very well, we are frank to say that the plates are about all in, so we shall withdraw this series at once and next week we will place in your hands the new Palm series envelope size to take their place. We hesitated somewhat in making this change. There seems to be a tendency on the part of some salesmen to take

the shortest cut to an order and we feared that when the new Palm series came out many of the salesmen would forget the large size because it might be easier to sell the smaller. That's the reason why I have emphasized the importance of first trying to sell mailing cards, then large blotters, holding back the small blotters to the last. Of course, there are a great many people who would use a larger quantity of the small blotters, who would not pay the additional price for the large ones, and we anticipate an enormous sale of our new series.

Another encouragement to sell blotters and mailing cards will be found in the announcement of our new "Handicap Contest." Every blotter or mailing card order counts an extra point.

Aside from the fact that we want all the profitable business that we can get, blotters and mailing cards will frequently enable us to make a start which will mean a regular customer, and that means an asset for both the salesman and the house.

Study the requirements of your customers so you can show them how a monthly cumulative service will prove an immense value to them. Adapt the monthly service to their individual use. Emphasize the fact that it is a special service and agree to sell it to no one else in the town, at least in the same line of business. Mr. Roberts made a splendid record on mailing cards alone one month, selling

scarcely anything else. We don't want you to ignore calendars for after all they are our principle line. Work the two together. Sell the monthly service to the man who has already bought. It is a splendid auxiliary advertising force.

Now, everybody, get busy with the new service and if the results are anything like what we expect, we'll have a new series ready for you, worthy successors of your present successful line, to offer to the public before the Summer is over.

E. J. Barklow.

ENVELOPES FOR MAILING CARDS

The price appearing in hand book, page 226, on envelopes to fit mailing cards is \$3.00 per thousand, not printed. This price was based on the market price for envelopes and is a fair price. We are inclined to think, however, that a good many advertisers feel inclined to mail the cards without envelopes rather than pay the price, and have decided to reduce the price to \$2.00 per thousand, on orders of 2400 or more. Should the order be for less than 2400, the price will remain the same as in the hand book, viz: \$3.00 per thousand. You understand, of course, that price does not include the printing of a corner card, which if desired, will be charged for at the prices as quoted on page 226. Please make this correction at once in your hand book.

STANDING OF G.-B. SALESMEN FOR WEEK ENDING, MAY 8th, 1909

	Standing In Sales	Days Business	No. Orders
Albert	40	7	11
Barber	31	6	10
Barclay	40	7	11
Bayley	20	4	5
Beelman	22	3	5
Betton	35	4	8
Blodgett	40	7	11
Bowles	21	3	6
Brooks	27	6	9
Byron	40	7	11
Carter	11	2	6
Cies	6	1	1
Coleman	40	7	11
Conkling	10	3	6
Considine	40	7	11
Coulter	40	7	11
Ellis	8	3	7
Fadely	15	1	5
Fairbairn	24	4	8
Finley	4	5	9
Gerlach, A. E.	28	1	4
Greenhalgh	33	5	9

Henaghan	26	3	4
Huffert	32	4	8
Linsley	16	3	7
Lott	18	5	8
McCully	39	6	11
McDonald, H. B.	9	2	2
McDonald, W. A.	29	6	10
McLaughlin	34	4	6
Marks	13	4	7
Meyer	1	3	6
Moore	36	5	9
Osmun	38	6	10
Parks	12	3	3
Reilly	40	7	11
Roberts	3	1	1
Rowe	30	5	9
Saxton	23	3	6
Scott	37	5	9
Shepard	14	5	9
Shimmin	5	5	8
Smith, F. A.	17	4	8
Smith, H. E.	19	5	2
Smith, S. L.	2	2	3
Thompson	25	3	7
Ungerer	7	3	6
White	40	7	11
Woodman	26	5	9

SUBSTANTIAL GAIN FOR WEEK

First Full Week of May Shows Nice Increase Over Last Year

NEW HANDICAP CONTEST STARTS MAY 31st AND CLOSES JULY 31st

The Handicap Feature Makes it Possible for any Man to Win

The first full week of May, that ending the 8th, shows a substantial increase over the corresponding week of last year, and everything considered we have reason to believe that May is going to prove a splendid month.

By the time this reaches you, your work for the month will be nearly over, and we want you to make your plans to put in full time in the field during the period of the "handicap contest" which runs during the months of June and July.

We have outlined the new contest elsewhere and it is not our intention to go into further details here, but we again want to say that we have spent a whole lot of time and figuring on this contest, and fully believe that every man on the force will realize that he has a chance to prove a winner, as everything is based on a percentage basis, taking the actual work of each individual man as a basis for figuring. Surely no fairer method could be devised.

Here is the opportunity for every man to demonstrate to himself and the company that he can increase his average. Scattered throughout our vast territory are men who are not getting the results they should get. We venture to say that in most cases failure to produce is due to the fact that such men do not

work with regularity and persistence. The man who makes every minute count is sure to prove a success with such a proposition as we are offering.

Does some obstacle block your pathway? If so off with your coat, roll up your sleeves and grapple resolutely with it. The road to success is not strewn with roses, nor is it an easy road to climb. The writer recently saw this point strongly illustrated in a pen and ink drawing which the artist called "The Road to Success." The illustration shows a man who has traveled a long weary road. Many obstacles have blocked his path but so far he has climbed over them. The traveler looks tired and weary and now just ahead of him is a huge boulder finely balanced on the edge of a precipice. Just beyond this huge boulder lies "Success." The man has removed his coat and hat and has grappled with the boulder and has it balanced so that a determined push forward will hurl it over the precipice whereas a step backward would mean that the boulder would crush him.

There are many obstacles in the selling game. A man to be successful has to wrestle with each one as he comes to it. Let us hurl all obstacles out of the way and enter the month of June with a determination of doing business with regularity. Abraham Lincoln said "Determine that the thing can and shall be done, and then we will find a way."

WEEK ENDING, MAY 8th

While the total volume of business reported during week ending May 8th is very satisfactory showing a gain of more than 50% over the corresponding week of last year, nothing spectacular occurred in the selling end of the business. By this we mean spectacular work is lacking, the total volume of business written being pretty evenly distributed throughout the field.

Mr. Meyer stands No. 1 with a very nice total. He did business four days, Tuesday and Friday being his off days. On Monday he wrote two orders; Wednesday one order and on Thursday he secured his best order of the week. It is from a bank and amounts to \$414.50. The subjects sold were "Violet" and "Eleanor" in DeLuxe style. On Saturday Mr. Meyer wrote another fair order amounting to \$75.00.

Mr. S. L. Smith stands No. 2. He wrote business on five days and a total of 8 orders. None of Mr. Smith's orders were particularly large, still his total volume was very satisfactory. On Monday he wrote three orders, Tuesday he had one order, Thursday and Friday, one each, and on Saturday his two orders amounted to about \$100.00.

Mr. Roberts stands No. 3 with a clean week to his credit and a total of 15 orders. On Monday he wrote two orders; Tuesday one order; Wednesday three; Thursday two and Friday five, none of which were large however. On Saturday he closed the week with two orders. This is certainly a mighty fine showing. If a man works hard and does business every day with 10 orders or better he is pretty likely to have some nice commissions to his credit at the end of a week.

Mr. Finley follows with a total of about \$10.00 less than Mr. Roberts. He wrote two good orders, the better one being written on Saturday. It was from a meat dealer calling for 1000 D607 15x20 DeLuxe mounts, amounting to \$250.00.

Mr. Shimmin follows closely behind Mr. Finley. Mr. Shimmin's total for the week was helped out nicely by a subject to counterman order amounting to \$114.50 passing the critical point.

Mr. Cies comes next with a clean week to his credit and a total of 15 orders. His work as you can imagine was pretty evenly distributed throughout the week. On Monday and

Tuesday he wrote three orders each day; Wednesday and Thursday, two orders each; Friday, four orders and Saturday, one. This is certainly a mighty nice showing and as all of you undoubtedly realize, when a man writes 15 orders in a week he has been "on the job" all the time.

Mr. Ungerer follows having reported 5 orders and business for four days. He lost out on Thursday and Friday; Saturday was his best day, he took two orders amounting to \$160.00.

Mr. Ellis stands No. 8, having reported business four days and a total of four orders. On Monday and Tuesday he failed to land business; Wednesday was his best day his single order amounting to \$160.00. This order was secured from an upholstering concern and calls for a special hanger.

Mr. H. B. McDonald has a total of about \$10.00 less than that of Mr. Ellis. He reports business five days and a total of 12 orders. On Monday he landed two orders, Tuesday one small order, Wednesday three orders. Thursday he was skunked, but on this day he had a subject to counterman order pass the critical point which helped out his total slightly. On Friday he wrote three orders and Saturday he closed the week with two orders.

Mr. Conkling follows with a total of five orders and business for four days. Thursday and Saturday were his off days.

As previously stated, the volume of business written during the week was well spread out among the entire force. There are many others who have written a profitable business for themselves and the company. A few of the good orders written during the week are as follows:

Mr. H. E. Smith sold a bank 12x15 mounts M2208 and 250 mailing devices, the order amounting to \$181.25. Mr. Lindsley's best order was sold to a fruit company. It amounts to approximately \$100.00. He sold them our splendid cantaloupe subject M905.

Mr. McCully's best order was sold to a paper company. The subject selected was "In the Heart of the Rockies" in 12x20 roll, the order amounting to \$100.00.

Mr. Woodman's best order was taken from a land company calling for 500 16x23½ "A Clear Title." Mr. Shephard sold a bank a mixed order of DeLuxe mounts subject "Au-

tumn in the Tyrol" and "Beech Forests, Springtime" and a lot of 100 plain business calendars.

Mr. Shimmin sold a hardware company some left over mounts, the order amounting to \$98.00. Another fair order of Mr. Shimmin's was a bank order. He also sold this institution left-overs amounting to \$94.00.

Number of Orders.

Mr. Cies and Mr. Roberts tie for first place with a total of 15 orders each. Mr. Cies you will recall led the force under this heading for the last two weeks, and now he ties with Mr. Roberts. He has made a mighty nice record, and as most of you know has always been one of the leaders on the force in number of orders written, and under heading Business Regularity. While Mr. Roberts has made a mighty nice showing under heading Business Regularity so far this year, in number of orders booked his total is not as large as that of some few others on the force. At the same time his total sales ranks well up with the leaders and altogether his business has been very satisfactory.

Mr. H. B. McDonald stands No. 3 with a total of 12 orders. Mr. Parks and Mr. S. L. Smith tie for fourth place with a total of 8 each. Mr. A. E. Gerlach and Mr. Henaghan tie for sixth place with a total of 7 each.

There are three tie for 8th place with a total of 6 orders each, viz: Messrs. Bayley, Beelman

and Fadely. Seven salesmen tie for 11th place, each having reported a total of 5 orders. The list follows: Messrs. Bowles, Carter, Conkling, McLaughlin, Meyer, Saxton and Ungerer.

Days' Business.

There are four salesmen who report clean weeks, viz: Mr. Cies, Mr. Fadely, Mr. A. E. Gerlach and Mr. Roberts.

We firmly believe that if we can get the sales force worked up to doing business every day, that it will mean a great improvement in the sales, and for this reason, in the new contest which we are outlining elsewhere you will note that we have made it a special inducement for salesmen to write business more than four days during the week.

In this contest a salesman gets a point for every day's business, and in addition to a point for each day, if he writes business five days he gets an extra point. In other words five days business counts for six points. If he does business six days he gets three extra points, in other words gets a total credit of ten points for sending in business six days.

While these extra points are not going to play an important part in the contest, nevertheless the fellow who gets business five and six days will find at the end of the contest that the extra points he will be credited with on account of having written business with regularity added to the total he has may make him a winner.

NEWS FROM THE FIELD

CARTER DELIGHTED WITH HIS GRIP

Carter was one of the lucky fellows in the last contest and on his return home a few days ago he found a grip waiting for him. He writes as follows:—

"On my arrival home I had the pleasure of gazing upon the beautiful grip which you expressed me.

Words cannot express my thanks to you. I do not think there is a salesman on the G. B. force who thinks more of his prize than I do of mine, however, I might add that you must have fully intended that I should win the trimmings as I failed to find the key, and am thinking that the trimmings may have been added by mistake and you do not intend that I shall see the inside until I have won them.

You spoke of Mr. K. H. Gerlach making the boys a visit and I certainly would appreciate the honor of his visit and the assistance he could give me as I feel that I am deeply in need of some 'coaching.'

James M. Carter."

A SALESMAN AND A NEAR-SALESMAN.

Mr. H. B. McDonald sent in two fair orders from a small town the other day, and at the same time advised us that the Osborne man had been there the day before, and left without a single order. As a matter of fact, Mr. McDonald was turned down good and hard, but nevertheless they signed the dotted line on

the blue sheets before he left. He writes as follows:—

"Enclosed find two orders that I wrote at K..... today. The Osborne man was here yesterday and didn't get a single order, so I feel pretty good over getting the two. The buyers informed me that they had turned down the Osborne man the day before, and they tried to turn me down, but they signed my order book before I left.

H. B. McDonald."

COULDN'T GET AWAY FROM "RAISING THE FIRST AMERICAN FLAG."

Mr. Shephard sent in a nice order for some jumbo rolls "Raising the First American Flag." He called on these people early in the year but they positively refused to buy without looking at other lines. Mr. Shepard recently called back, and found that they were waiting to sign the order blank. He writes as follows:—

"This order is a victory for the G. B. Co., over all the leading lines. Mr. Hollister waited to see all lines before giving his order. I win out because I have the best.

L. R. Shepard."

A GOOD LOOKING SAMPLE CASE MAKES A SALE FOR MARKS.

Marks was working in a small town the other day, and after carrying his cases around a while making some calls, things did not look very promising so he picked out a few samples and went to call on a hardware man, leaving his case standing in front of a grocery store on a corner. He sold the hardware man from the few samples, and went back, secured his case, and started for the hotel. The town was

small as stated above, and the sample case evidently aroused some curiosities, the mayor of the city being among the curious.

When Marks reached the hotel he got the tip that some one had expressed a desire in the grocery store, of looking at the line contained in the case. Marks had some trouble finding out who the curious person was, but finally located him. He proved to be the mayor of the city, and Marks ended by selling him. He writes as follows:—

"Am enclosing reports together with one order which I wrote quite late this evening and was a surprise to me. I never thought a good looking sample case left on a street corner could do so much for a fellow in the way of selling an order but it did in this case.

Got into this town about 3:00 this afternoon, and did not see any very promising prospects so I took out the line of 8x14 calendars and my order book, and went down and called on a hardware man and you find his order enclosed. I left my case sitting on the street corner up against the corner grocery. On my return I took the case and went down to the hotel to supper. A traveling man noticed me come in with the case and told me that he had heard a conversation at the grocery about the case, and heard some one say they would like to see some of my stuff.

After supper I went to the store but found it locked so hunted up the proprietor to find out who the curious person was and after gaining the information succeeded in locating the party upon a hill in a remote part of town. The result is enclosed altho the Honorable Mayor had a slight palpitation of the heart when I told him the prices on the DeLuxe mounts, as he had never bought calendars, and knew nothing of the prices.

W. Jay Marks."